



# COUNTY OF SAN DIEGO NEWS RELEASE

FOR IMMEDIATE RELEASE

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Contact: Holly Richardson (619) 595-4645

Pager (619) 899-9564

## **CTN HIGHLIGHTS COUNTY'S EFFORTS TO "FIGHT THE BITE"**

### ***New Half-Hour Show Also Helps Residents Prevent West Nile Virus***

County Television Network (CTN), the County of San Diego's award-winning government access channel, today announced that it will premier its new half-hour special, "Fight The Bite," on Wednesday, April 23<sup>rd</sup> at 5:30 p.m. CTN produced the program to educate the public about what the County is doing to help prevent West Nile virus from infecting local residents. The program includes tips that residents can use to protect themselves and their families.

"Fight The Bite" will air every evening at 5:30 p.m. through April and May, as well as at other times for the next several months. Please check CTN's program schedule on the web -- [www.ctn.org](http://www.ctn.org) -- for these additional dates and times.

The program focuses on four areas: how the County's Health & Human Services Agency is working in the lab and with local healthcare providers to track potential West Nile virus infections; what the County's Department of Environmental Health is doing to help prevent the disease by monitoring and eradicating mosquitoes; what steps the County's Veterinarian takes to track a possible animal infection; and what the public can do to protect themselves from getting bitten by virus-carrying mosquitoes. The program also highlights a website for residents to get more information -- [www.sdfightthebite.com](http://www.sdfightthebite.com).

West Nile encephalitis is an infection of the brain caused by West Nile virus, a flavivirus commonly found in Africa, West Asia and the Middle East. It is not known how long it has been in the U.S., but scientists at the U.S. Centers for Disease Control & Prevention believe the virus has probably been in the eastern U.S. since the early summer of 1999, possibly longer. West Nile virus is expected to soon reach the West Coast and the County of San Diego is preparing and working hard to reduce the risks to local residents.

CTN produced this program to help meet the goals of the County's strategic initiative to promote safe and livable communities. CTN is cablecast on Time Warner 22, Cox 19 (N) & 24 (S), Adelphia 66.

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DEPARTMENT OF MEDIA & PUBLIC RELATIONS  
1600 PACIFIC HIGHWAY, ROOM 208 • SAN DIEGO, CA 92101-2472